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RUEHSN/AMEMBASSY SAN SALVADOR 4587

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STATE FOR IIP/S/WHA AND WHA/PDA

E.O. 12958: N/A

TAGS: [OIIP](#) [KPAO](#) [EINV](#) [ECON](#) [PGOV](#)

SUBJECT: REQUEST FOR U.S. SPEAKER (STRATEGIC SPEAKER INITIATIVE) ON CORPORATE SOCIAL RESPONSIBILITY

REF: TEGUCIGALPA 1931

[1](#)A. Program description: Post requests Speaker Celina Pagani-Tousignant to provide workshops and lectures on corporate social responsibility (CSR) to businesses in Managua, Nicaragua under Strategic Speakers Initiative (SSI) theme "Trade and Investment."

[1](#)B. Time frame: Four program days and two travel days in July 2008. This will be a shared program with Embassy Tegucigalpa and Embassy San Salvador.

[1](#)C. Purpose of the program: To educate Nicaraguan businesses on the importance of creating a "double bottom-line" by incorporating CSR into the company culture. To discuss CSR in the workplace and its positive impact on the local community in a program co-sponsored by the Nicaraguan-American Chamber of Commerce (AmCham) and the Nicaraguan Union for Corporate Social Responsibility (UNIRSE). To engage the private sector in improving social, economic, and environmental conditions in Nicaragua. To counter President Ortega's view that CSR is motivated only by interest in tax avoidance.

[1](#)D. MSP Strategic Goals: This program will support Post MSP goals of promoting economic growth and development, and enhancing mutual understanding.

[1](#)E. Audience: The speaker will address members of the Nicaraguan private and public sector, academics, undergraduate and graduate students, the media and the general public.

[1](#)F. Proposed topics and types of events: The speaker is requested to give two workshops organized by AmCham and UNIRSE on CSR followed by a que

[1](#)G. Type of specialist required: Based on previous success of named speaker in both Honduras and El Salvador, Post requests Celina Pagani-Tousignant for a program in July to be shared with Honduras and El Salvador under SSI. Post has already contacted the proposed speaker; thus, Ms. Pagani-Tousignant is aware of her potential participation in this program. Post has also contacted AmCham and UNIRSE, both of which look forward to hosting Ms. Pagani-Tousignant, pending final approval.

[1](#)H. Language requirements: Post requires a fluent Spanish speaker. Ms. Pagani-Tousignant is a native Spanish speaker, able to present and give media interviews.

[1](#)I. Requests for supporting bibliographic materials: Speaker should send Post any pertinent materials prior to arrival.

[1](#)J. Name of mission program officer and contact information: Cultural Affairs Officer Michelle Los Banos-Jardina, office telephone: 505-252-7100, extension 7696, home telephone: 505-270-7623, cell phone: 505-806-9543, fax: 505-252-7108, e-mail: LosBanos-JardinaMG@state.gov; Back-up: Cultural Affairs Specialist, Jose Leonel Jimenez, office telephone: 505-252-7100, extension 7671, same fax, e-mail: JimenezJL@state.gov.

[1](#)K. Funding specifics: Please charge to Strategic Speaker Initiative.

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